

# **DONESHA M. ALDRIDGE**

**Digital Content Producer**

[www.doneshaaldridge.com](http://www.doneshaaldridge.com)

[donesha@doneshaaldridge.com](mailto:donesha@doneshaaldridge.com)

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## **EXPERIENCE**

### **DIGITAL CONTENT PRODUCER, WXIA 11Alive, ATLANTA, GA**

MAY 2018 - PRESENT

- Write and create content for 11Alive.com and 11Alive social media pages
- Edit digital stories created by reporters and other digital journalists
- Engage with reporters daily to provide breaking news updates to the audience
- Create logistical plans ahead of significant news events for team members to follow
- Stream events on YouTube, Facebook, and other platforms
- Evaluate content metrics through Google Analytics, Chartbeat, and CrowdTangle
- Execute social plans to generate conversations on Twitter and Facebook
- Work on special projects with the digital investigative team

### **WEB CONTENT PRODUCER, WJTV 12, JACKSON, MS**

APRIL 2014 - MAY 2018

- Write breaking news stories, manage the websites and social media pages for WJTV.com
- Create special online pages for sales projects and initiatives
- Arrange videos, text, and images in Lakana for Internet publishing and app pushes
- Help oversee station's website migration from Wordpress to Lakana
- Generate techniques to increase user activity and page views by analyzing web traffic
- Produce newscasts for the digital show, WJTV Afternoon News Brief (Sept. 2014 - March 2015)

### **DIGITAL JOURNALIST, WHLT CBS 22, HATTIESBURG, MS**

OCTOBER 2012 - APRIL 2014

- Report, shoot, and edit breaking news and enterprise stories daily
- Produce and anchor 10 p.m. newscast throughout the week (Oct. 2012 - Oct. 2013)
- Train interns how to write, edit, and shoot news stories out in the field

## **EDUCATION**

MEDILL SCHOOL OF JOURNALISM, NORTHWESTERN UNIVERSITY  
EVANSTON, IL

Master of Science in Journalism, August 2012

Video Broadcast Track

THE UNIVERSITY OF TENNESSEE AT KNOXVILLE  
KNOXVILLE, TN

Bachelor of Science in Communications, May 2011

Journalism and Electronic Media, Major

Spanish, Second Major

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## **TECHNICAL SKILLS**

- Writing stories for broadcast or print
- Familiar with AP style
- Trained in shooting video with professional cameras
- Experienced in interviewing and reporting on a daily deadline
- Editing in FinalCut Pro, News Edit, Adobe Premiere Pro, and Edius
- Proficient at using Search Engine Optimization for web stories
- Knowledgeable of WordPress, World Now, and Lakana web software
- Tracking key performance indicators through web analytics tools
- Creatively using social media platforms to engage users

## **AWARDS AND SPECIAL RECOGNITIONS**

Team Coverage of Super Bowl LIII, Southeast Emmy Nomination 2020  
Mothers Matter Documentary, NABJ Salute to Excellence Award 2019  
3rd Place Best Website, MS Associated Press Broadcasters 2016  
1st Place Best Website, MS Associated Press Broadcasters 2014  
3rd Place Best Investigative Reporting, MS Associated Press Broadcasters 2014